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brian brockman

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don hoel, shook hardy and bacon, kansas city
abdullah borek pm bahrain
peter schuler, rjr geneva
bob ely, bat london
brian brockman, bat woking
j. de vos, turmac, amsterdam
martin mulholland, galagher london
chris vogel, reemtsma, hamburg
julian doyle, icosi brussels

cc: t. l. wells, s.f. pedgrift pme

ref bahrain

1. julian doyle's letter of august 27, the two paragraphs under heading "action plan" covers more than was agreed. there are two items. first a journalistic article and second background briefing papers.
2. here is the proposed text for a "journalistic style" article based on industry positions and which has been worded, as agreed at the meeting, to "encourage" the meeting to take action on two of the 'who' recommendations:
 - more research needed
 - banning sales of tobacco products to children and adolescents
3. legal clearance comments will be forwarded to you by telex after receipt from shook hardy and bacon.
4. following receipt of your approval, the article will be translated into arabic and the project will proceed as planned.

research and youth twin topics
for bahrain helath meeting

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representatives of the ministries of health of iraq, saudi arabia, kuwait, bahrain , u.a.e., qatar and oman are to meet in bahrain september 29-october 1 to discuss the question of smoking and health.

the bahrain meeting will almost certainly be considering the latest recommendations of the world health organisation. two of these are particularly important and should receive special attention.

more research needed

the who recommends that more research should be carried out into the question of smoking and health. the plain fact is that still not enough is known about the acidity of smoking and those diseases to which it is statistically related. eminent medical scientists, doctors and statisticians are demanding that more research is essential and this can only be to the benefit of the people of all countries and to the world fight against disease in the modern world. the present trend is for propaganda and emotion to replace research and rationality and this is viewed with increasing alarm by respected scientists and sociologists. research is expensive but the rewards in better health through increased knowledge are worth every cent of it. let's hope the meeting will grasp this opportunity to take the lead !

not for the young

the who also recommends that it should be made illegal to sell or offer tobacco to children and adolescents. in some countries this is already the law and has everything to support it. smoking is, after all, an activity for grown-up - not for the young. here the bahrain meeting can act with advantage.

regards

richard corner
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